To: MOTT'S LLP (<u>ipdocket@coxsmith.com</u>)

Subject: U.S. TRADEMARK APPLICATION NO. 85436615 - MOTT'S - 5338.4163

- Request for Reconsideration Denied - Return to TTAB

Sent: 9/4/2012 7:06:50 PM

Sent As: ECOM110@USPTO.GOV

Attachments: Attachment - 1

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UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

APPLICATION SERIAL NO. 85436615

MARK: MOTT'S

85436615

CORRESPONDENT ADDRESS:

PAMELA B HUFF COX SMITH MATTHEWS INCORPORATED 112 E PECAN ST STE 1800 SAN ANTONIO, TX 78205-1521

GENERAL TRADEMARK INFORMATION http://www.uspto.gov/main/trademarks.htm

APPLICANT: MOTT'S LLP

CORRESPONDENT'S REFERENCE/DOCKET NO:

5338.4163

CORRESPONDENT E-MAIL ADDRESS:

ipdocket@coxsmith.com

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 9/4/2012

The trademark examining attorney has carefully reviewed applicant's request for reconsideration and is

denying the request for the reasons stated below. *See* 37 C.F.R. §2.64(b); TMEP §§715.03(a), 715.04(a). The requirement(s) and/or refusal(s) made final in the Office action dated February 17, 2012, are maintained and continue to be final. *See* TMEP §§715.03(a), 715.04(a).

In the present case, applicant's request has not resolved all the outstanding issue(s), nor does it raise a new issue or provide any new or compelling evidence with regard to the outstanding issue(s) in the final Office action. The Examining attorney has carefully reviewed the additional evidence provided by the applicant, but this evidence has not altered the Examining Attorney's position with regard to the primarily merely a surname refusal. In addition, applicant's analysis and arguments are not persuasive nor do they shed new light on the issues. Accordingly, the request is denied.

Additionally, the Examining attorney attaches hereto additional articles from the internet showing the use of the term "Mott" as primarily merely a surname. It should also be noted that four prior Registrations of the Applicant, attached hereto, for the mark "MOTT'S" are on the principal register pursuant to acquired distinctiveness pursuant to Trademark Act Section 2(f), which means the Applicant has admitted in the past the term "MOTT'S" is primarily merely a surname.

The filing of a request for reconsideration does not extend the time for filing a proper response to a final Office action or an appeal with the Trademark Trial and Appeal Board (Board), which runs from the date the final Office action was issued/mailed. *See* 37 C.F.R. §2.64(b); TMEP §§715.03, 715.03(a), (c).

If time remains in the six-month response period to the final Office action, applicant has the remainder of the response period to comply with and/or overcome any outstanding final requirement(s) and/or refusal(s) and/or to file an appeal with the Board. TMEP §715.03(a), (c). However, if applicant has already filed a timely notice of appeal with the Board, the Board will be notified to resume the appeal when the time for responding to the final Office action has expired. *See* TMEP §715.04(a).

/Thomas M. Manor/
Trademark Examining Attorney
Law Office 110

Phone: (571) 270-1519 Fax. No. (571) 273-9110 Thomas.Manor@USPTO.GOV Print: Sep 4, 2012 72213422

TYPED DRAWING

Serial Number

72213422

Status

REGISTERED AND RENEWED

Word Mark

MOTT'S

Standard Character Mark

 $N \subset$

Registration Number

0802371

Date Registered

1966/01/18

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

MOTT'S LLP LIMITED PARTNERSHIP DELAWARE 900 KING STREET RYE BROOK NEW YORK 10573

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: [CANNED AND BOTTLED FOODS AND CONDIMENTS-NAMELY. VINEGAR,] APPLE SAUCE, [FRUIT PRESERVES, FRUIT JELLIES, SALAD DRESSINGS,] FRUIT AND VEGETABLE JUICES, FRUIT AND VEGETABLE FOOD DRINKS (NON-CARBONATED) [, IMITATION MAPLE FLAVOR SYRUP FOR FOOD PURPOSES; BEEF CONSOMME, CHICKEN CONSOMME WITH NOODLES, CONSOMME MADRILENE, CHICKEN BROTH WITH RICE, TOMATO SOUP, CELERY SOUP, BEEF STEW, SPAGHETTI AND MEAT BALLS, SPAGHETTI SAUCE, MACARONI WITH BEEF, CHICKEN A LA KING, CHICKEN CACCIATORE, TURKEY NOODLE CASSEROLE, SEA FOOD CREOLE, TUNA IN NEWBURG SAUCE, APPLE CRANEBERRY JELLY SAUCE, CHUNKY APPLES AND APRICOTS, CHUNKY APPLES AND CHERRIES, CHUNKY APPLES AND PINEAPPLE, CHUNKY APPLES AND STRAWBERRIES, CHUNKY APPLES AND RASPBERRIES, CHUNKY APPLES AND BANANAS, CHUNKY APPLES AND PEACHES, CHOCOLATE TOPPING, PINEAPPLE TOPPING, STRAWBERRY TOPPING, CHOCOLATE GELATIN DESSERT, LIQUID CALCIUM SWEETENER, LIQUID SODIUM SWEETENER AND POWDERED CALCIUM SWEETENER]. First Use: 1842/00/00. First Use In Commerce: 1930/09/17.

Print: Sep 4, 2012 72213422

Prior Registration(s)
0160454;0430408;AND OTHERS

Section 2f Statement

2(F) ENTIRE MARK

Filing Date 1965/03/05

Examining Attorney UNKNOWN

Attorney of Record

Daniel Chung, Esq.

Print: Sep 4, 2012 75536715

TYPED DRAWING

Serial Number

75536715

Status

REGISTERED AND RENEWED

Word Mark

MOTT'S

Standard Character Mark

No

Registration Number

2272288

Date Registered

1999/08/24

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

Mott's LLP LIMITED PARTNERSHIP DELAWARE 900 King Street Rye Brook NEW YORK 10573

Goods/Services

Class Status -- ACTIVE. IC 031. US 001 046. G & S: fresh apples. First Use: 1998/07/06. First Use In Commerce: 1998/07/06.

Prior Registration(s)

0802371:2077128:AND OTHERS

Section 2f Statement

2(F) ENTIRE MARK

Filing Date

1998/08/14

Examining Attorney

HOLLAND-CHATMAN, JAN

Attorney of Record

Pamela B. Huff

Print: Sep 4, 2012 78917320

DESIGN MARK

Serial Number

78917320

Status

REGISTERED

Word Mark

MOTT'S

Standard Character Mark

Yes

Registration Number

3335014

Date Registered

2007/11/13

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Mott's LLP LIMITED LIABILITY PARTNERSHIP DELAWARE 900 King Street Rye Brook NEW YORK 10573

Goods/Services

Class Status -- ACTIVE. IC 032. US 045 046 048. G & S: Flavored, powdered drink mix used in the preparation of cider, apple-based and apple-flavored beverages. First Use: 2005/08/31. First Use In Commerce: 2005/08/31.

Prior Registration(s)

0160454;0802371;2183972;AND OTHERS

Section 2f Statement

2(F) ENTIRE MARK

Filing Date

2006/06/26

Examining Attorney

ORNDORFF, LINDA

Print: Sep 4, 2012 78917320

Attorney of Record
Daniel Chung, Esq.

MOTT'S

Print: Sep 4, 2012 78922852

DESIGN MARK

Serial Number

78922852

Status

REGISTERED

Word Mark

MOTT'S

Standard Character Mark

Yes

Registration Number

3307191

Date Registered

2007/10/09

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Mott's LLP LIMITED LIABILITY PARTNERSHIP DELAWARE 900 King Street Rye Brook NEW YORK 10573

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Fruit snacks. First Use: 2006/06/19. First Use In Commerce: 2006/06/19.

Prior Registration(s)

0160454:0802371:2272288:AND OTHERS

Section 2f Statement

2(F) ENTIRE MARK

Filing Date

2006/07/05

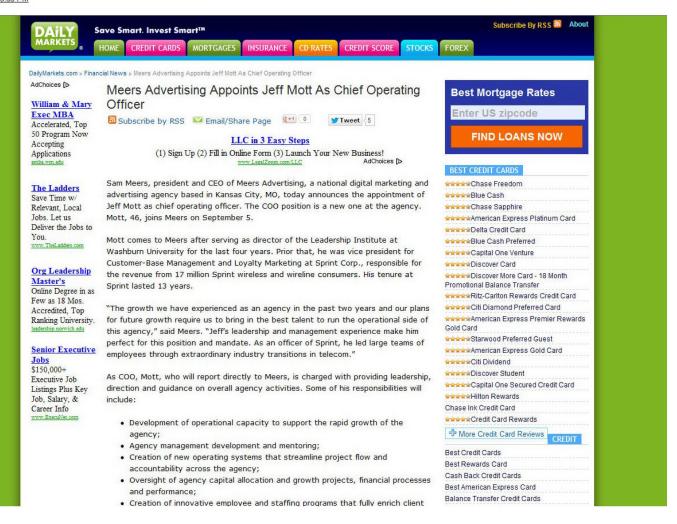
Examining Attorney

ORNDORFF, LINDA

Attorney of Record

Daniel Chung, Esq.

MOTT'S



• Creation of innovative employee and staffing programs that fully enrich client relationships.

"Jeff will work directly with the agency's senior staff to assure we deliver a great creative product and an excellent client experience," continued Meers.

Earlier in his career, Mott worked at KPMG where he supervised financial consulting engagements for global clients in the financial services, manufacturing and technology sectors.

Mott serves on the Board of Directors for the United Way of Greater Topeka, chairing the Strategic Planning Committee and participating as a member of the Executive Committee. He also serves on the Board Development Committee for Easter Seals Capper Foundation and as an Elder for his church. He recently completed a six-year term on the Alumni Board of Governors for the Ross School of Business at the University of Michigan.

His education includes a bachelor's degree in economics from Boston College, an MBA from the Ross School of Business at the University of Michigan, and a Ph.D. in Management from the University of Massachusetts in Amherst.

Mott and his wife, Brenda, have three children, Carly, Griffin, and Peyton.

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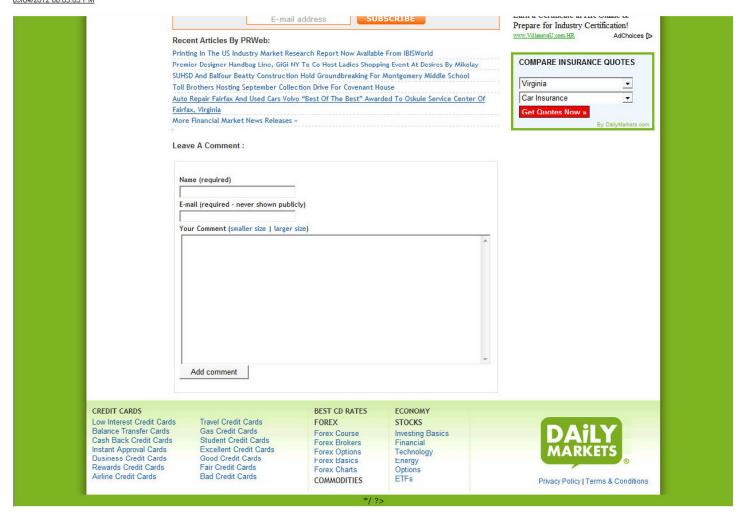
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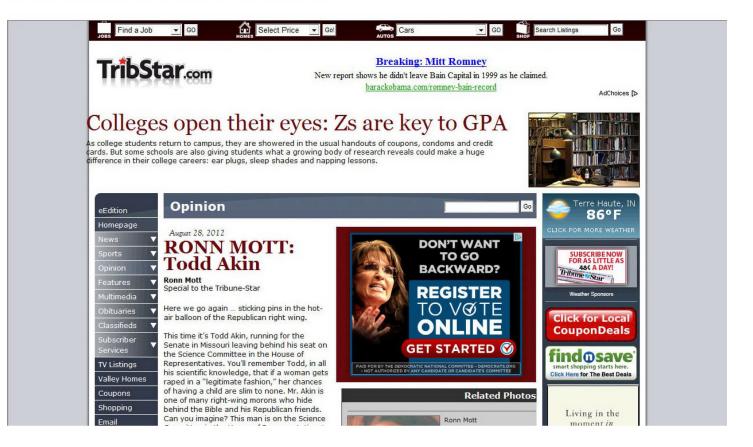
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Committee in the House of Representatives! Typical of this House and its thinking, because there is no thinking!

I'm not from Missouri, but you're going to have to show me more than I have seen to date. Of course, the Democrats are making this easier for this absolute moron to get into the Senate by not having a good representative in this election. The lady senator from Missouri talks, walks, and looks like someone's lost grandmother. This is the 21st century and she is projecting the wrong image. It almost wears me out. And I truly long for a campaign where ideas, issues and where the candidates stand, are what's important.

Akin's friends have come to help him make it to the Senate. Neither Social conservatives, nor right-wing Christians, are known for their intelligence. I would like to help, maybe even pray for, Todd Akin to suddenly become smart. That is not going to happen, but he just might get elected. So, it becomes Missouri's shame and a huge problem for the rest of the nation.

Be ready to bob and weave and have enough gas in your car to get to the Canadian border because, if people like Todd Akin get elected, it's going to be a very, very bumpy ride.

Ronn Mott, a longtime radio personality in Terre Haute, writes commentaries for the Tribune-Star. His pieces are published online Tuesday and Thursday on Tribstar.com, and in the print and online editions on Saturday.





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There is little doubt that this guy Todd Akin has now cla ignorant statement made by a politician in this election.



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I take Mr. Mott to be of the liberal persuasion and while intellectual shortcomings due to the emotional immaturi smart, your dumb...nah nah na boo boo), I also found ar grandmother he is referring to (obviously Mr. Mott is no iby the looks of his picture) is Claire McCaskill, who only liberals because she was the first "blue dog" to embrace which at the time was a sign of "wisdom." Since Presid throughout much of the Midwest, McCaskill will not allo of the President in either direction, so I guess she is no Mott's eyes. Go figure.

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Opinion

RONN MOTT: Clint Eastwood GOP

Like many of you, I have always been a Clint Eastwood fan ... from his days as "Rowdy Yates," "Dirty Harry" and many other characters he has portrayed on the screen. Like many actors, he learned early that movies were a

he learned early that movies were a director's medium. And his first movie directorial job was "Play Misty for Me," in which he played a young disc jockey. September 4, 2012 I Photo

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dangers of concussions.

The lawsuit filed Friday in Manhattan said Mott began suffering headaches, severe depression, mental confusion, mood alterations and memory impairment shortly after he retired. Mott played from 1989 through 1993 for the New York Jets, San Francisco 49ers and Green Bay Packers.

The NFL has denied charges in the concussion lawsuits, saying safety is one of the league's top priorities.

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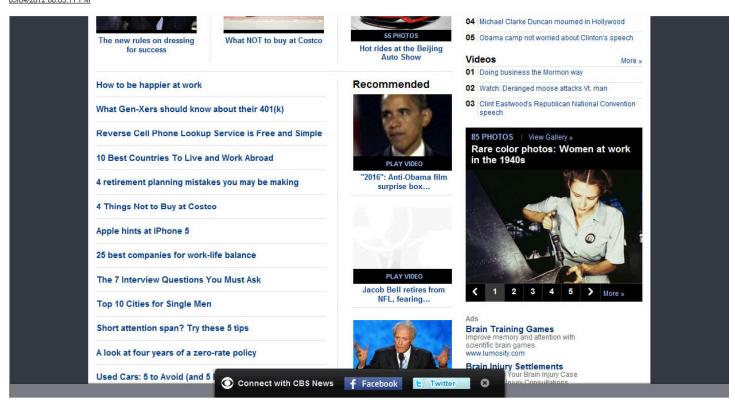


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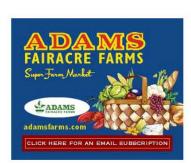
09/02/2012 04:28 PM

The Spa Spot: Mott reflects on the great Theatrical

While talking about To Honor and Serve's victory in the Woodward during an interview Sunday morning, trainer Bill Mott discussed Theatrical, who died on Friday at the age of 30.

Theatrical won 10 of 22 starts - six of them Grade 1's - and earned \$2.9 million. At stud, he sired 81 stakes winners.

"He was probably one of the best horses I ever trained, or ever will train," Mott said. "He was my first champion, my first Breeders' Cup [1987 Turf] winner. He won six Grade 1 stakes my first year in New York, and I trained a ton of stakes winners by him. He bought my first home in New York, single-handedly. He was probably the most life-changing horse I ever had."









CNP on Twitter

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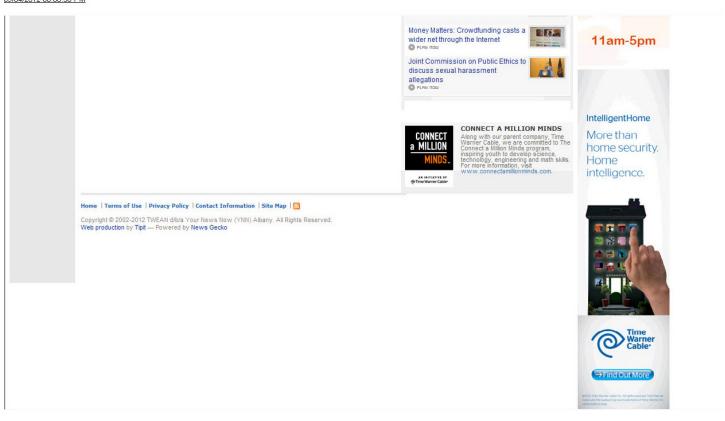




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University of Michigan President Mary Sue Coleman gets high praise from members of the board of regents and an alumnus in a profile in the Detroit Free Press Tuesday.

Coleman, 68, has led the university through a decade of growth and change, the newspaper reports. During that time, Coleman oversaw the construction and renovation of many buildings on campus, including the new C.S. Mott Children's and Von Voigtlander Women's Hospital; the purchase of the North Campus Research Complex after Pfizer closed its Ann Arbor facility; and the largest fund-raising campaign in the university's history.

Coleman achieved those successes, the newspaper reported, after arriving at the university in the wake of the scandal involving



Mary Sue Coleman

athletic booster Ed Martin, who pleaded guilty in a money-laundering scheme involving athletes and as the university was facing challenges over its practice of considering race in



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aunctes and as the university was lacing challenges over its practice of considering race in evaluating applicants.

Coleman plans to stay at the university for at least two more years, the newspaper reported.

· Read the Detroit Free Press article.

Tags: Mary Sue Coleman, University of Michigan,





Related content

UNIVERSITY RECORD: Mary Sue Coleman, U-M delegation plan trip to Brazil



University of Michigan President Mary Sue Coleman and several researchers will travel to Brazil later this month, the university has announced.



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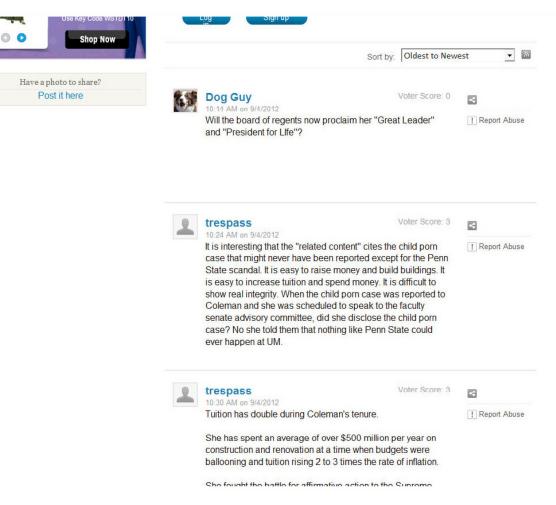
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She fought the battle for affirmative action to the Supreme Court, spending a ton of money, only to find out that she was fighting the will of the citizens of Michigan, who passed a constitutional amendment banning affirmative action in college admissions.

She has destroyed grievance procedures and shared governance with the faculty, all in an effort to concentrate power in the administration.



trespass

10:37 AM on 9/4/2012

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You saw no elections for the campus police oversight committee for more than ten years, despite the fact that civilian oversight was a requirement of the state law that allowed the University to have its own police.

You had more than 3,000 people on the "no trespass" list for a variety of dubious reasons. Including Dr. Borisov who was arrested for trespassing in his own office but was acquitted of all charges by a Washtenaw County jury.

You saw one police chief, Ken Magee, mysteriously put on "sick leave" and then terminated without explanation.

You saw another police chief, mysteriously quit 12 days after the campus police were notified of the failure to report the child pornography case and then commit suicide three weeks later. The Sheriff's Department requested an interview with Coleman but she refused.



trespass

10:42 AM on 9/4/2012

Voter Score: 3

President Coleman refused to join the FBI academic advisory panel, which was set up to help universities detect foreign

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espionage on campus and protect America's national security

The FBI has told me that whenever they send an agent to talk to a faculty member, they get a call from the General Counsel's office telling them they are not welcome on campus.

University faculty routinely give lectures in China about things such as anti-satellite weapons technology, cruise missile guidance systems, and ballistic nose cone design. One professor was even asked to tell a group of visiting Chinese engineers details about the design of the Trident Sea Launched ballistic Missile.



trespass

10:45 AM on 9/4/2012

Voter Score: 2

Voter Score: 2

<

4

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! Report Abuse

Coleman says that she will retire when her contract is up but she is the one who had the General Counsel's Office tell the Board of Regent that it is illegal to have a mandatory retirement age. However, every judge in the state of Michigan, including the Supreme Court, must retire after the term when they turn 70.



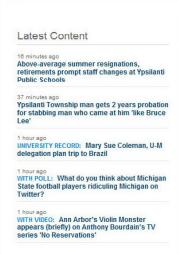
trespass

10:49 AM on 9/4/2012

Some Pfizer executives have said that Pfizer left town mainly because they got little cooperation from the University. They also wanted some tax concessions and if President Coleman wanted them to stay she could have lobbied her friend Governor Granholm to give them tax concessions but she did not. All the "entrepeneurship" that President Coleman promotes will never make up for the loss of jobs and tax revenue of Pfizer's departure. Coleman coveted that bargain deal on the Pfizer property.

2	trespass 11:07 AM on 9/4/2012	Voter Score: 0	<
	It is interesting that one of the credentials that Coleman was hired was "She co-chairs the In Medicine's committee on the consequences of So it appears that President Coleman laid so work for Obama Care.	stitute of of uninsurance".	! Report Abuse
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her as one of six university presidents to launch the Advanced Manufacturing Partnership.





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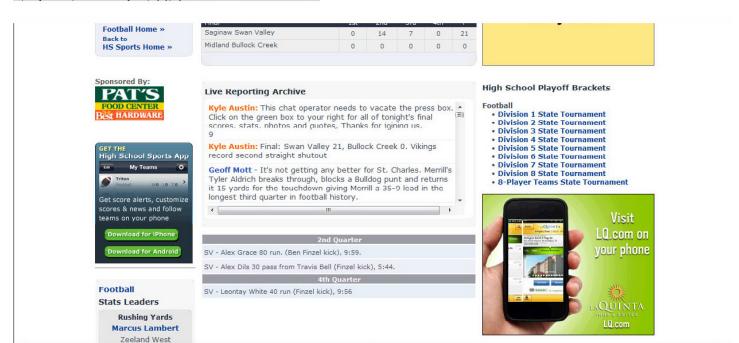
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Patti Mott, 77





p.m. Patti requested memorial donations be made to Zion Lutheran Church, Iowa City Parks and Recreation Services for Log Cabin Restoration, Mercy Hospice Care of Iowa City or Iowa City Community Theatre.

FILED UNDER

News Obituaries Mercy Hospice City High School Patti was born July 23, 1935 in Peoria Illinois, the daughter of William and Bert Williams Crawford. The family moved to lowa City in 1944. Patti graduated from Iowa City City High School in 1953 and attended the University of Iowa. She married John Mott on Jan. 31, 1954 in Iowa City.

She worked in the family business, Mott's Drug Store, for many years running the perfume and cosmetics department. She also taught theatre classes. Patti was one of the founding members and former president of lowa City Community Theatre and also was the founder of lowa City Footliters, in which all of her children and grandchildren had participated. She was a member of SSRO (Seniors Standing Room Only), WWW (Whimsical Women of Wednesday), Entre Nous,

Zion Lutheran Church and Zion Theatre Ministry.

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Patti served on various committees through the Robert Lee Recreation Center and was an adult advisor for Girl Scouts and the International Order of Rainbow for Girls. She was a former member of Altrusa, T.T.T. and Amring.

Patti was a prolific writer of plays for children, adults and her church, Zion Lutheran Church. She still used a typewriter, not making the transition to computers, but always had another idea and production in the works. She

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Editorial Cartoons -August 31

another idea and production in the works. She had boundless energy, could talk for hours on

the phone and always had many irons in the fire. She loved working with children and adults in the theatre. But for Patti, her greatest love was for family, who will miss her tremendously.

Survivors include her husband John of Iowa City; her five children, Vicki Lensing and her husband Rich Templeton of Iowa City, Lisa Mott and her life partner Doug Bishop of Villa Grove, Colorado, Brett Mott and his wife Ani Supriyanti, Rory Mott and Tara Mott and her husband John Helmsley, all of Iowa City; three grandchildren, Amanda Lensing and Alex Lensing, both of Iowa City and Nick Lensing of Austin, Texas; her brother William Crawford Jr. and his wife Carol of Cedar Rapids, Iowa and many nieces, nephews and cousins

She was preceded in death by her parents, her aunt, her in-laws, Charles and Helen Mott and a brother who died in infancy.

On-line condolences may be directed to www.lensingfuneral.com.

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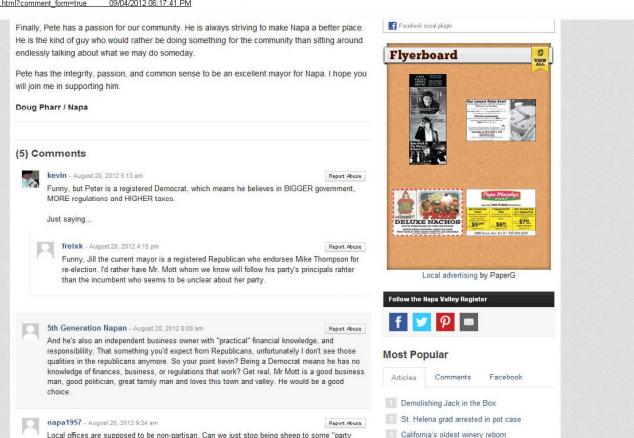
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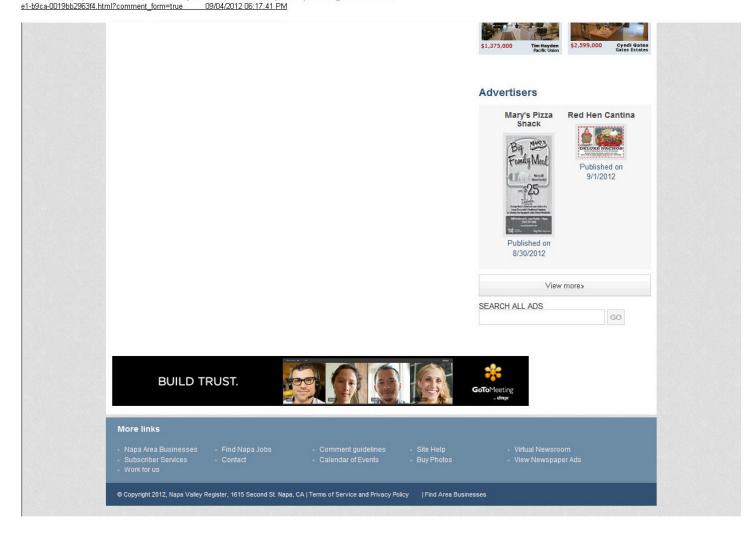
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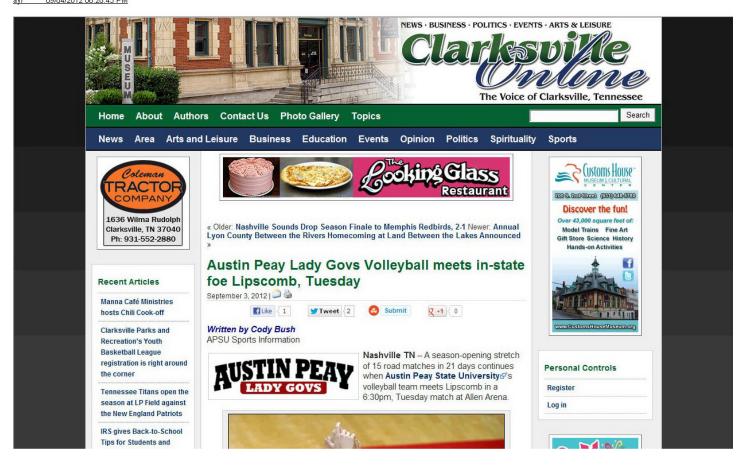
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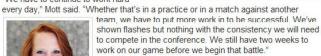


Austin Peay Volleyball. (Courtesy: Keith Dorris/Dorris Photography)

Austin Peay (2-7) continues to work under first year head coach Taylor Mott who has seen her team battle inconsistency throughout the season's opening 10 days.

She also has seen different players step up and show their capabilities and has shown a belief that when it all comes together the Lady Govs will be competitive in the Ohio Valley Conference race.

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Through the season's first two weekends it has been the play of a pair of sophomores that has carried the team. During the season-opening Memphis Invitational it was middle blocker Hillary Plybon who led the team with 44 kills (2.93 kills per set) and was named to the all-tournament





September 2012 SMTWTFS 2 3 4 5 6 7 8

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(2.93 kills per set) and was named to the all-tournament team.

Last weekend, it was outside hitter Jada Stotts who put forth a team-best 65 kills and an impressive 4.64 kills per set en route to all-tournament recognition.

"Hillary and now Jada have really stepped up when we have called on them," said Mott. "Nikki (Doyle) also showed signs of her normal form last weekend in Springfield so I'm hopeful we're starting to piece it all together."

Lipscomb (1-5) will provide another formidable test for Austin Peay. The Lady Bisons record has been

suppressed by an onslaught of quality opponents in the first two weeks. Lipscomb's lone victory came against Appalachian State last weekend. Meanwhile, the Lady Bisons five losses have been to Long Beach State, Kentucky, North Carolina, Missouri and Houston



Senior outside hitter Kaycee Green, sophomore outside hitter Lauren Ford and sophomore middle blocker Jewell Dobson have led the Lady Bisons offense through the first two weeks. Green has posted a team-best 67 kills (3.19 kills per set) despite a .101 attack percentage.

Ford has had even more difficulty finding open floor, posting a .065 attack percentage, but has still recorded 64 kills (3.05 kills per set). Dobson has been Lipscomb's most successful hitter, with a team best .255 attack percentage, and has notched 61 kills (2.90 kills per set).

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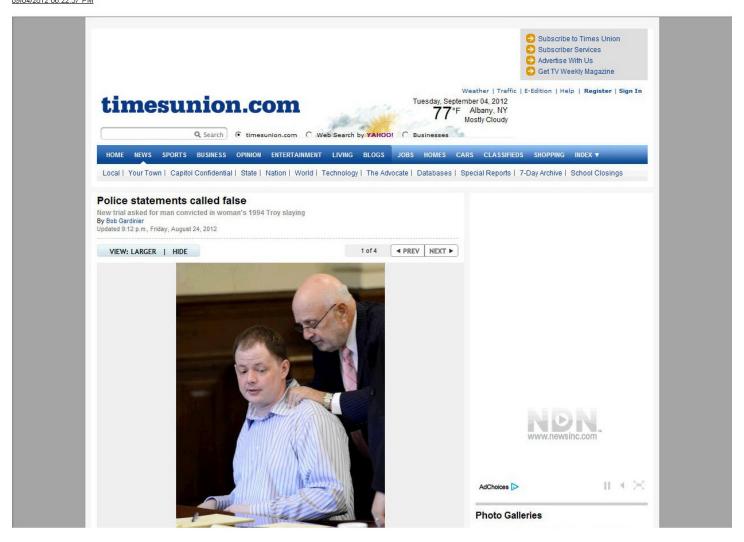


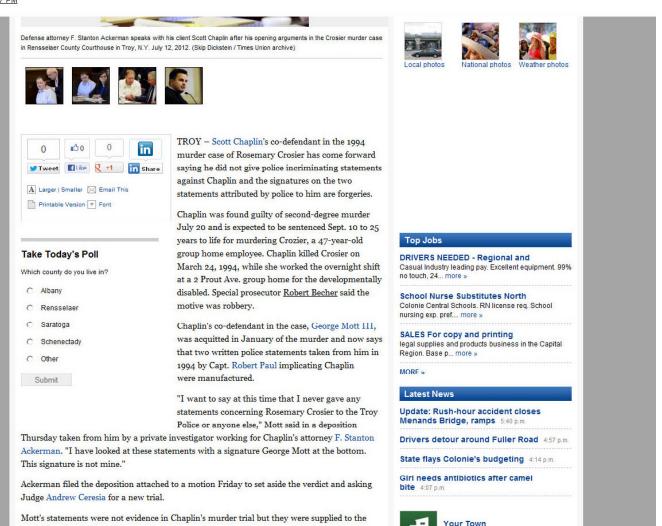




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grand jury that indicted him.

"If the purported statements of George Mott were not introduced during grand jury proceedings, it is certainly plausible that neither Mott nor Chaplin would have ever been indicted," wrote attorney Sarah Burger, Ackerman's associate who prepared the motion.

Also included in the motion is a statement taken Thursday from Mott's wife, who doubted the validity of the statements.

"Inv. Martin showed me the two statements that Sgt. Paul wrote," Charlene Mott said. "My husband couldn't have understood either statement as he cannot read or write. To my knowledge my husband did not give any statements concerning Rosemary Crosier."

Troy police did not comment.

Ackerman is asking that the verdict be set aside because the prosecution never proved there was a robbery, which was an essential element of the lone charge of second-degree murder Chaplin faced.

During the trial, her family testified that Crosier always carried a lot of money in her purse and police testified that the purse was never found.

"One cannot logically and reasonably infer that because Mrs. Crosier had a routine of carrying a pocketbook with sometimes large amounts of cash and that a pocketbook was not recovered at the scene or at any time thereafter that it must have been stolen," Burger wrote in the motion.

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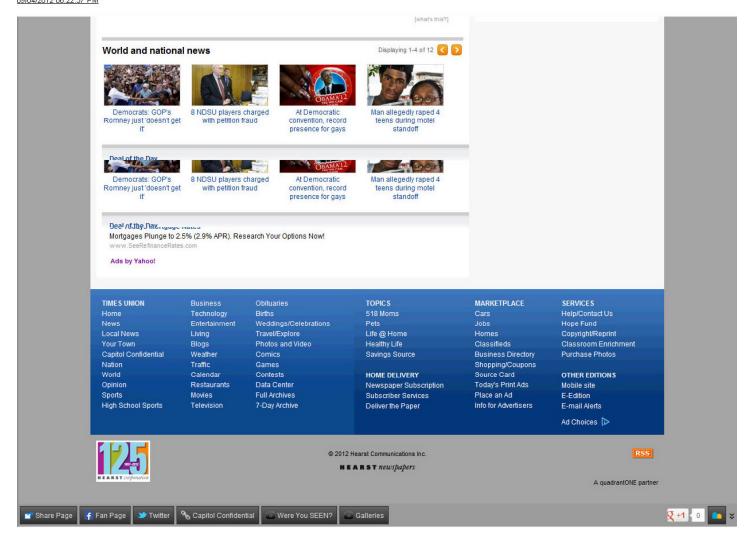
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